

# **LIVE WEBCAST: Codes of Conduct**

Innovation and Strategies for Communication,  
Technology, and Training



# Experts



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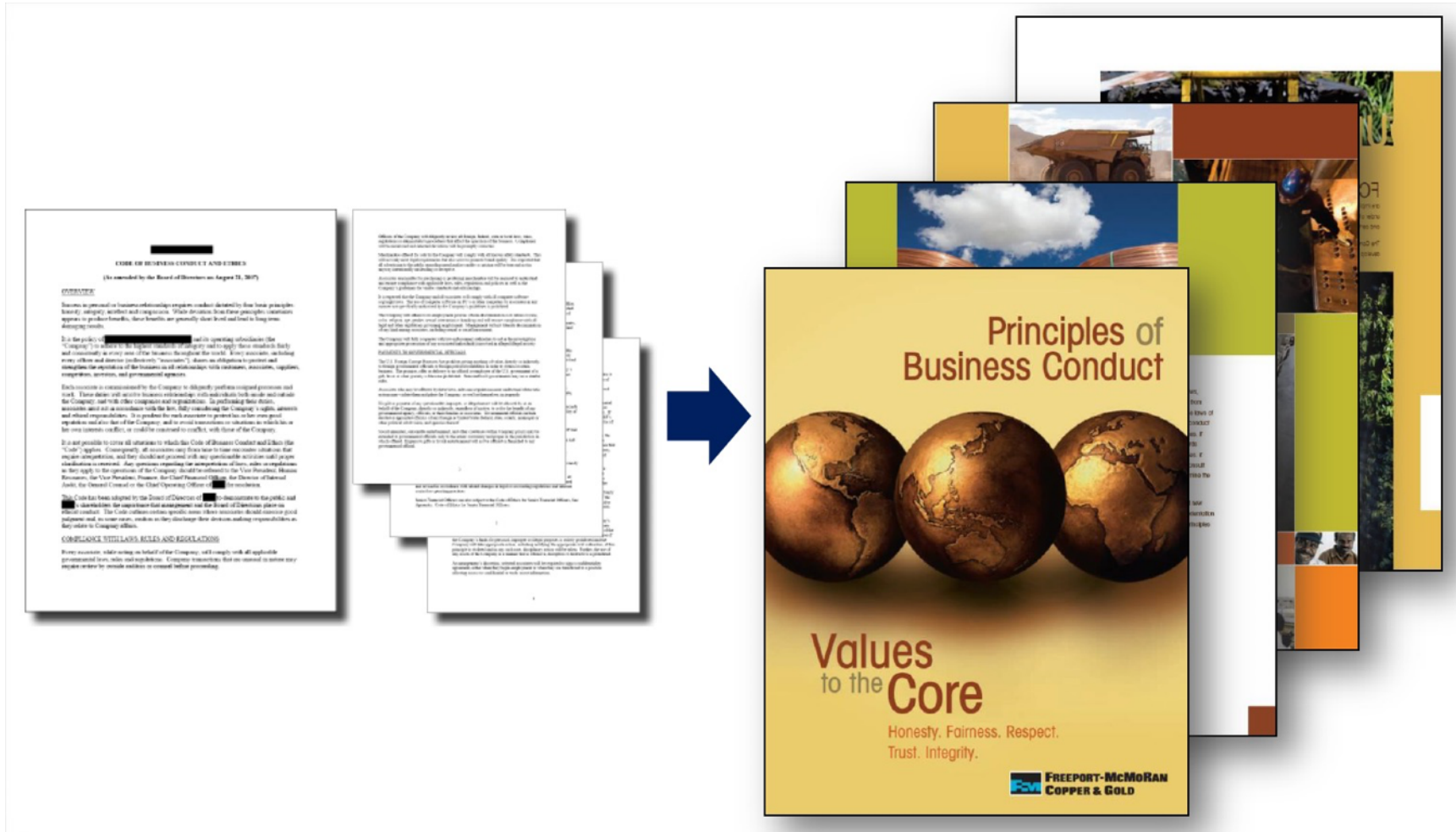
**Patrick Rowe**  
Deputy  
General Counsel



# Today's Agenda

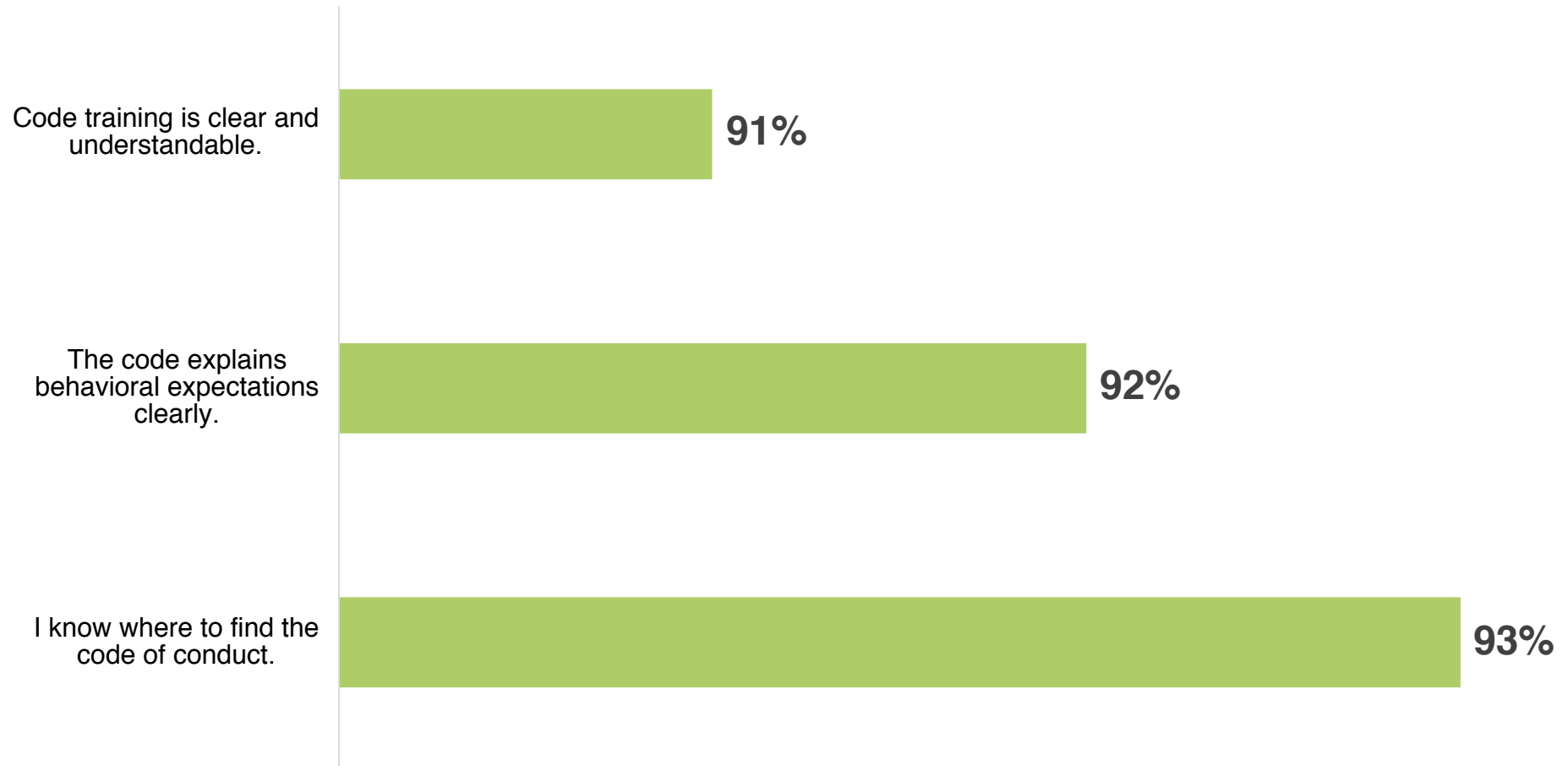
- The Evolution of Codes
- Why it Matters – What the Data Tells Us
- Accenture's Process
- Innovating the Code at Accenture

# The Evolution of the Code of Conduct



# Employees Are Almost Universally Aware of Resources

Percentage of employees who “agree” or “strongly agree” with each of the following...



**Source:** Ethisphere’s Ethical Culture & Perceptions Survey Data

# Accenture's Process

- Why now?
- Design-Led Process
  - Human centered experience
- Updated content and topic
  - Six behaviors focus
- Future plans
  - Shorter and more digestible training

# Innovating the Code at Accenture



## 04 PROTECT PEOPLE, INFORMATION AND OUR BUSINESS

We work together to build a better, stronger and more durable company for future generations, protecting the Accenture brand, meeting our commitments to protect information and intellectual property, acting with an owner mentality and protecting and developing our people.

### Information Security

Part 1 of 2

We protect confidential information of Accenture, clients and others from unauthorized use or disclosure.

#### Protect confidential information

When you receive confidential information from a client or others, make sure you understand our legal, contract and policy obligations and follow them. If you are unsure if the information is confidential, treat it as such.

#### DEFINITION

##### What is confidential information?



Confidential information is any information or material not generally available to the public that relates to a company's business, research and development activities, clients or other business partners, customers or employees

WELCOME TO THE  
**CODE OF  
BUSINESS  
ETHICS**




Your guide to responsible  
behavior, every day.

Need to Raise a Concern?  
**Speak Up >**

**CHAT WITH COBE**  

**COBE**


5:35 PM

 Hello

I'm COBE, your guide to the Accenture Code of Business Ethics.

How can I help you today?

This chat is anonymous.  
[Learn more](#)

Type a message 



# Questions & Discussion

**Thank You**



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**Contact Us**

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